

METHOD AND APPARATUS FOR PERSONALIZED MEDICAL PRESCRIPTION SERVICES

ABSTRACT

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A formulary for a physician is placed in a data store and a personalized, physician-specific prescription pad is generated using the stored formulary, thereby enabling physicians to comply with formularies, for example, set by their medical group (MG) or indirectly by their insurance group (IG). The prescription pads may be created taking into account several
10 factors, such as the formulary established by the physician's MG or indirectly by the insurance groups of patients seen by the physician (or based on the physician's patient panel) or by the MG in general, the physician's practice area, the efficacy of drugs, rebates from pharmaceutical companies, the drugs most likely to be approved by the insurance groups of the physician's or MG's patient base or panel, prescribing habit of the physician, drugs most frequently prescribed, and the like. From such factors a physician-specific formulary or list
15 of drugs is determined, from which the system creates the physician-specific prescription pads. The prescription pads are typically contained in a prescription services system that optionally includes other features such as a web site portal enabling users of the prescription services system to enter and view information, a service that alerts the appropriate user that previously generated prescription pads should be updated and alerts the physician regarding
20 information about drugs listed in their prescription pads, a database repository as well as a system that merges, collects, and stores information, and an analyzer that performs prescription service analyses and generates reports accordingly.

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